

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Arnold-Huyser  
Title: POINT-OF-INTEREST DISPLAY SYSTEM  
Appl. No.: 10/532,199  
International Filing Date: October 20, 2003  
371(c) Date: October 16, 2006  
Examiner: Broadhead, Brian J.  
Art Unit: 3664  
Confirmation Number: 8396

**AMENDMENT AND REPLY UNDER 37 CFR § 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

This communication is responsive to the Non-Final Office Action dated November 9, 2009, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks** begin on page 7 of this document.

Please amend the application as follows: